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CONSUMER TIME

R-71

Meat Sharing

NETWORK: NBC

DATE: November 7, 1942

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Produced by Consumers' Counsel Division of the Department of Agriculture
and presented in cooperation with United States Government
agencies working for consumers.

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1. SOUND: CASH REGISTER . . RINGS TWICE . . CLOSE DRAWER.

2. WOMAN: That's your money buying food.

3. SOUND: CASH REGISTER.

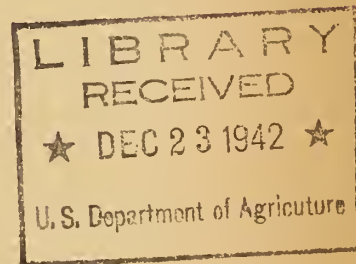
4. MAN: That's your money paying for a home.

5. SOUND: CASH REGISTER.

6. WOMAN: That's your money buying clothes.

7. MAN: Buying you a living in wartime.

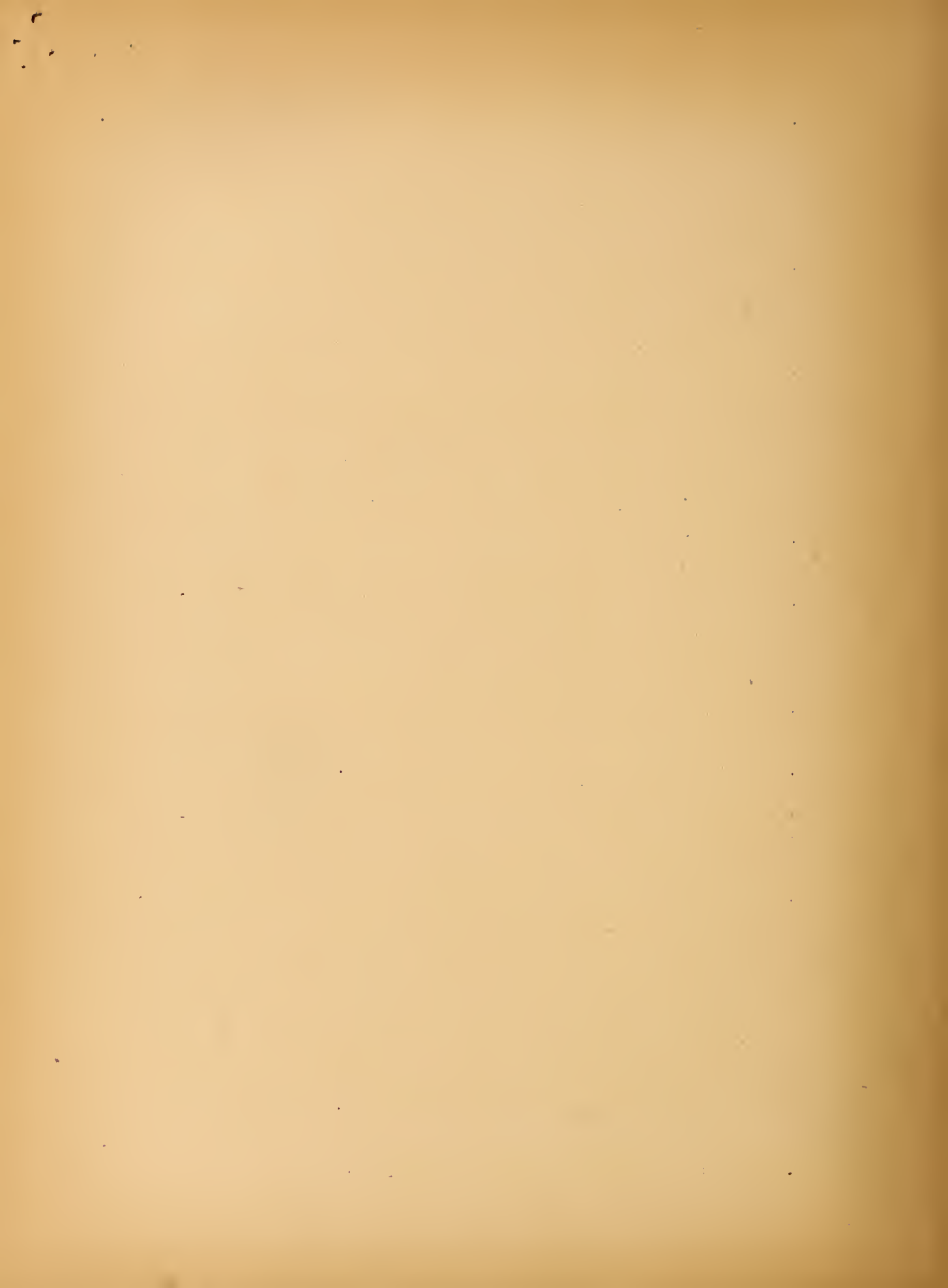
8. SOUND: CASH REGISTER . CLOSE DRAWER.



9. MONTGOMERY: Hello, consumers. This is Don Montgomery again - your Consumers' Counsel in the Department of Agriculture at Washington. Today we're going to fill that request you made last week - and tell you some more about the plan for sharing America's meat supply between all of us - so that you and I and Bill Jenkins can all have a fairer chance to get our share.
10. FREYMAN: Who's Bill Jenkins, Mr. Montgomery?
11. MONTGOMERY: That fellow who runs the filling station down on the corner, Mrs. Freyman. He's a consumer - just like you. I might have said David Freyman - or Sven Lundquist - or Joe Whitkowski. We're all in this war together - all us Americans. And we all must have a chance to get the stuff that helps us fight. Meat's one of the things we need.
12. FREYMAN: As I remember, Mr. Montgomery - you said once before that this share-the-meat plan doesn't guarantee that all the people in America will get some meat.
13. MONTGOMERY: No, but this plan will help more people to get meat than if we didn't share. That is - people who can afford to buy it.
14. FREYMAN: But what if they can't even find it? Why, do you know, last week I ---



15. MONTGOMERY: Just a minute - before we get too far into this.
I'd like to turn the microphone over to our
consumer reporter, Johnny Smith. Johnny ---
16. JOHN: (FADING IN) Here I am. And - what's that you were
saying, Mrs. Freyman?
17. FREYMAN: One day last week, Johnny, I went to three different
stores before I found any bacon.
18. JOHN: Any bacon! Well, now isn't that just too bad!
19. FREYMAN: Well, I know it's short, but ---
20. JOHN: How'd you like to go to the store and find no meat
at all?
21. FREYMAN: Oh, things aren't that bad ---
22. JOHN: They are for some people.
23. FREYMAN: Who?
24. JOHN: Well, I know a couple - Sam and Mary Briggs. They
both work in a small war factory. Mary used to
stay home and keep house and take care of the family,
but now - since everybody's needed on the job - she
leaves the baby at a nursery school and goes back
to punching a time clock.
25. SOUND: SNEAK IN FACTORY SOUNDS.



26. JOHN: Well, one day recently, when the five o'clock whistle blew, Mary was ---
27. SOUND: WHISTLE, OFF. -- MACHINES STOP.
28. MARY: Thank heaven!
29. JULIA: Gee, Mary, I thought this day would never end.
30. MARY: My day's just beginning. Having Mr. Tate and his wife over for dinner tonight.
31. JULIA: (IMPRESSED) Mr. Tate...! You mean -- the boss?
32. MARY: Yes. Sam's gotten quite friendly with him -- since their boy's in the same company with ours -- at Guadalcanal.
33. JULIA: Gee!
34. MARY: Wish I weren't so tired ---
35. JULIA: Gosh, how you can go home now and cook a dinner ----!
36. SAM: (FADING IN) Mary ----!
37. MARY: Hello, dear.
38. SAM: Suppose I go collect the baby ---
39. MARY: Oh, Sam -- would you? Then I can stop at the meat market.
40. SAM: You mean -- you even have to shop yet?

41. MARY: RYAN's wasn't open when I came by this morning.
I won't be long ---
42. SAM: What are we going to have, honey? It's got to be good, you know.
43. MARY: Well, I thought - steak, if I can get a nice one.
44. SAM: Swell! (FADING) And I'll bring Judy right on home - soon as I can get there.
45. SOUND: FACTORY SOUNDS UP, FADE. FADE TO STORE SOUNDS.
CASH REGISTER, OFF.
46. TYM: (FADING IN) Evenin', Mrs. Briggs.
47. MARY: Hello, Mr. Ryan.
48. RYAN: Hope you're not comin' for meat, ma'am, 'cause if you are ---
49. MARY: Steak. Don't tell me you haven't got any!
50. RYAN: Look at this showcase.
51. MARY: Why.....!
52. RYAN: Just as bare as Mother Hubbard's cupboard.
53. MARY: But you must have some meat ---!
54. TYM: Wish I did, Ma'am. Wish I did.
55. MARY: But - what's the matter?

56. RYAN: Couldn't get my full order this mornin', and these women around here - they just cleaned me out.
57. MARY: I wonder if any place else is open.
58. RYAN: Don't know of any, Mrs. Briggs - except Ashley's.
59. MARY: Haven't got time to go that far... But I must have some meat!
60. RYAN: Well, I'll tell you, ma'am - I've got one little piece o' lamb shoulder here. Set it aside for myself ---
61. MARY: Oh, Mr. Ryan - I wouldn't think of ---
62. RYAN: No, I want you to have it. I know you're workin' hard these days - at the factory. You need meat worse'n I do.
63. MARY: Well, it isn't just for myself. We've invited friends for dinner.
64. RYAN: Oh, well this wouldn't hardly be enough for more'n two people - unless..... I tell you what you do - you can make it into a goulash!
65. MARY: Oh, no - now, really, I ---
66. RYAN: Well, I know goulash ain't steak, but it can be mighty tasty.

67. MARY: I like a good goulash. And since I've got to have something ---
68. RYAN: Sure - I'll wrap this up, and you take it right along.
69. SOUND: WRAPPING PAPER.
70. MARY: That's awfully nice of you, Mr. Ryan.
71. RYAN: Wish I could give you something better, but the way some o' these women crowd in here - grabbing up all they can lay their hands on.... Had to ration the coffee myself - a pound to a customer.
72. MARY: Good for you.
73. RYAN: But meat's different. I can't keep track o' who's already had their two-and-a-half pounds a week, and who hasn't. I'll be mighty glad when the Government gets it rationed..... Well, here you are, ma'am ---
74. MARY: Thank you, Mr. Ryan.
75. RYAN: (TURNING ODD) And I hope your company likes it.
76. MARY: I'm sure they will. Goodby.
77. RYAN: (FADING) Good day.
78. SOUND: CASH REGISTER, FADING. FADE IN KITCHEN SOUNDS.

79. SAM: (FADING IN) Gee, honey, the dinner smells wonderful!
Even Mr. Tate remarked about it. How soon before
it's ready?
80. MARY: Any minute now. Just about to put things on the table.
81. SAM: Here - I'll help. Should I take out the steak?
82. MARY: Sam - we haven't got any steak.
83. SAM: No? What have we got?
84. MARY: This ---
85. SOUND: COVER TAKEN OFF A STEW PAN.
86. SAM: What's that mess?
87. MARY: Lamb goulash.
88. SAM: Goulash!
89. MARY: It was the only meat I could get.
90. SAM: But honey -! The boss for dinner, and ---!
91. MARY: We'll just have to make the best of it..... Here -
put it on the table, will you? I'll bring in the
rest.
92. SAM: (GRUTTLING) My gosh! Our one chance to make a
good impression, and ---

93. MARY: (SOTTO) Sh! The Tates will hear you. (LOUDER) Well, I guess everything's ready
94. TATE: (OFF. HEARTY TYPE) 'evening, Mrs. Briggs!
95. MARY: Good evening, Mr. Tate - Mrs. Tate.
96. MRS. TATE: (RATHER HAUGHTY, RESERVED) Good evening.
97. MARY: Won't you come into the dining room?
98. MRS. TATE: Thank you. So nice of you to ask us to dinner.
99. SAM: Well, it's not really much of a dinner ---
100. TATE: It's bound to be - if your wife cooked it. You know, Briggs, it takes a remarkable woman to hold down a job and be a mother and a housewife at the same time. I'm not sure my wife could do it.
101. SAM: Now, Mr. Tate ---!
102. MARY: Of course she could - if she had to.
103. MRS. TATE: I'm not so sure. It's hard enough just running a house these days - with the servant problem what it is. Why, pretty soon I may have to do my own cooking ---!
104. SAM: Well, as I say - this dinner isn't really a fair sample of Mary's cooking.
105. MARY: I'm rather ashamed to have to serve you people this . . . well, I call it goulash.

106. TATE: (DELIGHTED) Goulash! great! Why, I haven't had a good goulash in - I don't know when.
107. MARY: We had planned to have steak tonight, but Ryan's meat market was out of everything but this.
108. TATE: That's funny. Virginia said she got some steak there just this morning. Didn't you, dear?
109. MRS. TATE: Two steaks. I thought I'd better take them - while he had them.
110. MARY: What time did you go?
111. TATE: Oh, first thing in the morning - ten o'clock. You have to these days - in order to get anything. I got a nice roast too. Lucky our refrigerator is large enough ---
112. MARY: Well, that must take care of your five pounds of meat for the whole week.
113. MRS. TATE: Oh, I don't worry about that.
114. TATE: What are you women talking about - "five pounds of meat" ---?
115. MRS. TATE: Why, there's some new idea going around that every person ought to be limited to two and a half pounds of meat a week.

116. TATE: What?
117. MARY: It's a Government request. Until they can get meat rationing going, we're all supposed to limit ourselves.
118. TATE: To just two and a half pounds of meat a week?
119. MARY: I'm-hm - and that's supposed to include the meat we eat in restaurants or other people's houses.
120. TATE: Why, Virginia - how come I haven't heard of this?
121. MRS. TATE: Oh, I think it's a lot of nonsense. I read in the papers that America has more meat this year than ever before.
122. MARY: But a good deal of that meat has to go to feed our allies - and our boys at the front.
123. TATE: Why, sure, Virginia - you wouldn't want Billy to go hungry, would you - just so we can have a couple of steaks?
124. MRS. TATE: But that's ridiculous, William. Billy always ate meat at home anyhow. Why should the fact that he's now in the Army make any difference?
125. TATE: Because he's probably eating twice as much now - when he can get it. That extra strength of his has got to come from somewhere, and if it's off our dinner table - I say okay.

126. MRS. TATE: You mean to tell me you' be willin', to go without meat a couple of evenings every week?
127. TATE: Why, sure - if I have to.
128. MRS. TATE: Now, William Tate - I know you better than that.
129. TATE: Well, maybe we wouldn't exactly have to go without it. Maybe we could have things like this goulash. This doesn't take so much meat - does it, Mrs. Briggs?
130. MRS. : Not as much as a straight meat dish would.
131. TATE: And it tastes mighty good. Why don't we ever have this at home?
132. MRS. TATE: Why, I - I don't know. I just never thought of it.
133. TATE: But my dear - we've all got to think of things like that these days - how to economize and cut down waste. Me in the factory, same as you in the home. They're watching me mighty close, to see I don't get more than my share of steel and copper. Suppose I did grab up more than my share? What would happen?
134. MRS. TATE: Well, I suppose some other factory wouldn't have enough.

135. TATE: Exactly. They might even have to shut down. And it's the same with meat. If you and I didn't have a couple of steaks and a roast in our icebox right now, why the Briggs probably could have gotten some for their dinner tonight. Not that I didn't enjoy this coulash. It tasted wonderful.

136. SAM: Have some more, Mr. Tate?

137. TATE: Don't care if I do, Sam.

138. SOUND: SPOON ON PLATE - SWASH.

139. TATE: Hey - just a minute!

140. SAM: Surely you can eat this much ---

141. TATE: I can all right, but -- Mrs. Briggs -- didn't you say that the meat we eat in other people's homes must be counted in as part of our weekly allowance?

142. MARY: That's right.

143. TATE: Well, I've had more than my share already this week. You'd better take that off my plate, Sam.

144. SAM: Ah, now, Mr. Tate ---

145. TATE: No, I mean that. I'm going to start right now - limiting myself to my share of America's meat supply. I don't want to feel - when I sit down at the table - that I'm eating somebody else's share. If my boy can risk his life at the front to help to win this war, I guess I can do my part by giving up a little meat now and then.

(PAUSE)

146. JOHN: And that's the way we'll have to look at it, Mrs. Freyman - if we want to keep America strong and on the job.

147. FREYMAN: Each of us limit ourselves to our share and no more.

148. JOHN: That's the way - the only fair way to divide up America's meat supply. If we don't ration or share the meat, then the people with the most time to shop will get it all - just like Mrs. Tate there.

149. FREYMAN: Well, she was just thoughtless, Johnny. She didn't stop to think what effect her selfishness would have on the lives of other people.

150. JOHN: That's no excuse. We can't afford to have selfish or thoughtless citizens in wartime. We've all got to consider the good of the whole country - if we want to win this war.

151. FREYMAN: Well, I imagine that Mrs. Tate - and a lot of other women - are sort of at a loss what to serve now, when they're asked to cut down on meat.
152. JOHN: Why, there are a lot of things they can serve.
153. FREYMAN: All right - suppose you give us some suggestions.
154. JOHN: All right - I will - Most of these come straight from the Bureau of Home Economics. First of all - you can serve fish and poultry - without counting them as part of your two-and-a-half pounds.
155. FREYMAN: And variety meats too - can't we? That's what they call heart and liver and kidneys and such things these days.
156. JOHN: Yes, those are also outside the limited meats. You can serve them as often as you want to.
157. FREYMAN: Then, actually, the only meats we have to figure in as part of our weekly two and a half pounds are regular cuts of beef, veal, pork, and lamb, and canned
158. JOHN: That's right. And to make that meat supply go as far as possible, you ought to learn how to use all kinds of cuts of meat - and tasty ways to cook left-overs.
159. FREYMAN: But that's asking quite a lot of us housewives, Johnny. How are we ever going to learn all that - with all we have to do these days?

160. JOHN: I have just the ticket for you - right here, in this booklet ---
161. FREYMAN: (READING) "Eat for Thrifty Meals"
162. JOHN: Just look through it.
163. FREYMAN: (READING. WITH GREAT ENTHUSIASM) "Getting the good from meat... Cheaper cuts.... Steaks ----" With recipes!
164. JOHN: Lots of recipes. Forty-six pages ---
165. FREYMAN: "Quick dishes with left-over ... Liver and other variety meats... Soups and chowders ----"
166. JOHN: Just about everything you want --- isn't that?
167. FREYMAN: I should say so! This is you----! (THEN, DEFLATED)
But look here on the back of the book, Johnny -
It says - "Price - ten cents."
168. JOHN: That's what it's suppos.d to sell for, but we're offering this book to you free - if you get your orders in early.
169. FREYMAN: If we just write to the Consumers' Council?

170. JOHN:

That's it - the Consumers' Council - Department of Agriculture - Washington, D.C. And for those members of our audience who don't know that address as well as you do, we'll repeat it again later in the program - so they can jot it down.

171. FREYAN:

Why, every woman in the country will want a copy - will want a copy of this! She needs it - to help her share America's meat supply.

172. JOHN:

And that's just why our Consumers' Council has arranged to send these booklets to you - because you need them. Isn't that right, Mr. Montgomery?

173. MONTGOMERY: Because you need them - and because America needs you strong. You, Mrs. Fitzgerald - and Sam and Mary Briggs - and Mr. and Mrs. Tate - and Joe Whitcomb - and every other person in this country - if we expect to win this war. We've got to make you fit as a fiddle - and in the pink - and on the job. And then we've got to keep you that way. And the same goes for our allies and our armed forces.

And now - the part we've got left for us hundred and twenty-eight million Americans who aren't actually fighting - that part must be divided fairly. In England, you know, where meat is rationed, and where the supply is much smaller per person than it is here, it's divided up so that the people who do the toughest jobs - the ones that need the most strength - get more meat than the folks who have it easier. For instance, in that story we just heard, Mary Briggs, who worked in a war factory and ran a home besides, would logically get a larger share of the meat than Mrs. Tate who just stayed home and never exerted herself much. That's the way it would work in England. Since our story was laid here in America, and since Mrs. Tate was selfish - it worked just the other way around.

Of course, after while - when we get rationing going here - we'll all have to divide up America's meat supply. In the meantime - well, it's all just up to our own conscience. If there's anyone who likes to grab the biggest share for himself like Mrs. Tate, for example - even when she knows somebody else will have to go without - well, I suppose she'll go right on doing it - war or no war. I hope for the sake of the rest of America - that we'll win in spite of her. I hope that before it's over she'll swing around to help us.

You know how I look at it? See is to me that each one of us has sort of a moral contract with a hundred and twenty-eight million other Americans not in uniform - a contract to give them a fair chance at the available meat supply. Some of those millions of people never have had two and a half pounds of meat a week - never in their lives. And some of them won't be able to buy it now - even if it's available. These are the Americans we need to help the most - the ones we need to make stronger, so they can do their part in the war job. We've got to see they get the strength they need - if not through meat, then with the other foods which supply the same food values.

(CONT)

That's part of our job in order to win this war.
Your job and my job. We're all in this war together,
friends, and the outcome will depend on every one
of us.

174. FREYER: You know, Mr. Montgomery, I think I can do my
part a lot better in this meat sharing plan if I
have a copy of that recipe book John mentioned -
"Meat for Thrifty Meals."

175. MONTGOMERY: And I want you to have it too. Just write to
us - at the Consumers' Council - Department of
Agriculture - Washington, D.C. and say you want
the booklet on meat.

176. FREYER: Then give our own name and address and the call
letters of our radio station ---

177. MONTGOMERY: That's right. And we'll send the recipe book
to you just as quickly as we can.

178. FREYER: I'll get my request in the mail tonight. And - I
have another request, Mr. Montgomery - if I need
Saturday's help, too.

179. MONTGOMERY: What's that?

180. FREYER: Well, I wish you'd tell us something about canning.
Which kinds are best. And are we going to be able to
get them in spite of the war, and - oh, I have lots of
questions I'd like to ask you.

181. MONTOMERY: All right then - that's our assignment for next Saturday - Cosmetics.

182. FREYMAN: Good. I'll be here!

183. ANNOUNCER: and meanwhile - for your copy of this free recipe book - "Meat for Thrift, Meats." Write to the Consumers' Council - Department of Agriculture - Washington, D.C. Tell us you want the booklet on meat, and give us your own name and address and the call letters of the station over which you heard this program.

And listen in next week for more valuable facts on cosmetics, presented by your Consumers' Council in the Department of Agriculture - in cooperation with other government agencies working for consumers.

Heard on today's program were:

Script by Jane Ashman.

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